

the undergraduate admission experience

Anne Johnson | Seinqis Leinen | Adam Lundquist | Carolina Pettus
Office of Admission



THANK YOU



Topics

1

Intro to the Office of Admission

Who we are and what we do

2

Understanding Gen Z

Overall, Generation Z students have replaced millennials on college campuses.

3

Recruiting in a pandemic

Shifts the Office of Admission have made to engage with students in new ways

The Team

ndsu.edu/admission/meet_our_staff

Our office serves undergraduate domestic students

Admission Officers

Review and process all applications, transcripts and documents; send admission status updates to students

Visit Team

Coordinate all aspects of campus visits and events; work closely with faculty and advisors for academic appointments

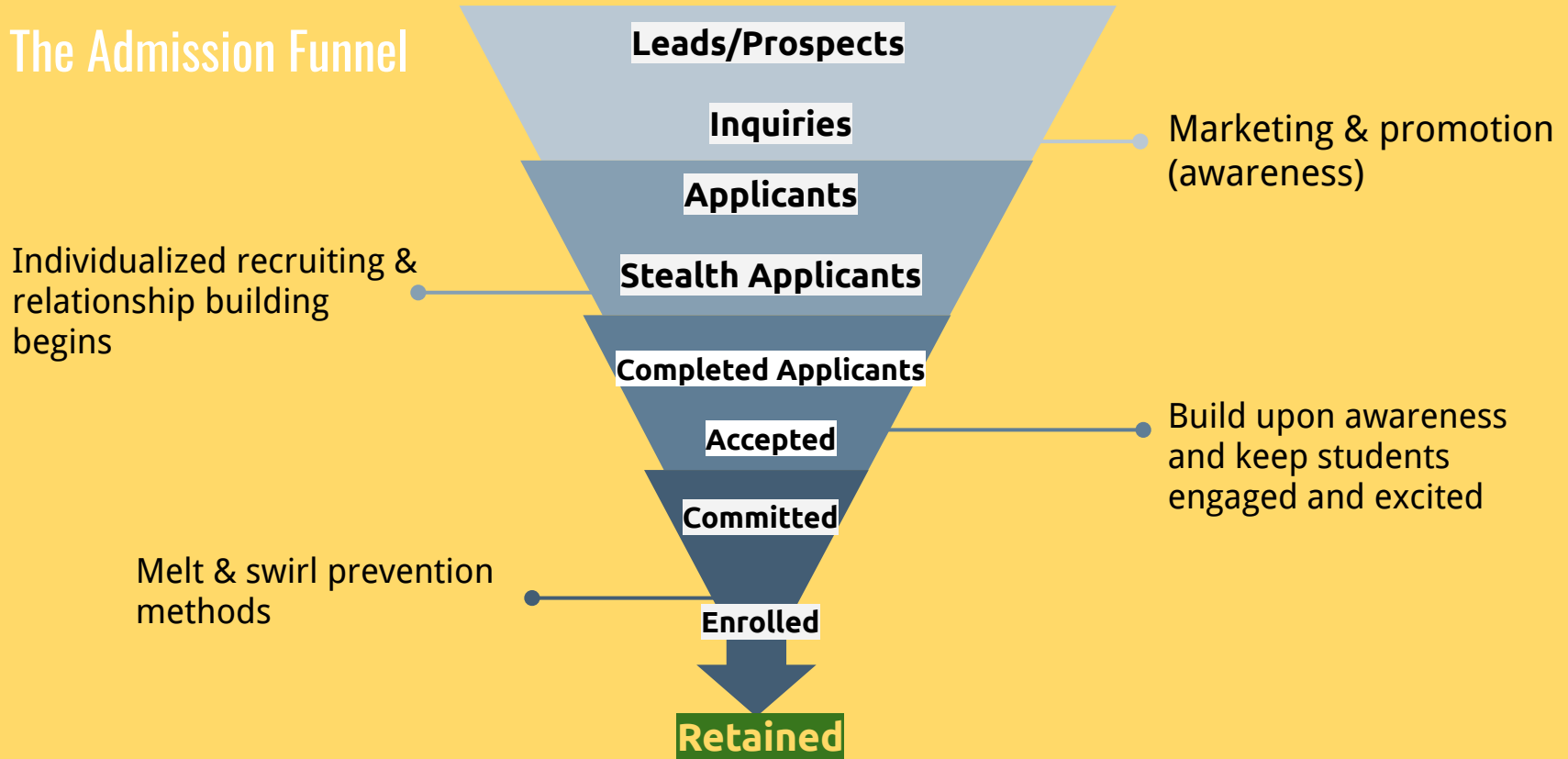
Support Team

Provide support for all areas of the Office of Admission such as mailings, student database, office operations and supplies

Admission Counselors

Personalized, continual communication with students as they inquire, apply and are admitted NDSU
- designated first-year and transfer counselors

The Admission Funnel



A large yellow geometric shape, resembling a triangle or a parallelogram, is positioned on the left side of the slide, extending from the top-left corner towards the center.

The New College Student

“Gen Z is the most diverse generation in modern American history.”
- *The Chronicle of Higher Education*

Gen Z'ers are...

- Born between 1995–2010
- “Prefer self-learning, applied learning, immersive educational experiences, and technologically-mediated instruction to faculty-driven education and passive learning” ([Inside Higher Ed, 2019](#))
- Entrepreneurial, desire practical skills with their education, and are concerned about the cost of college ([NACAC, 2020](#))
- A demanding generation living through demanding times (EAB Webinar, 2021)
- Content creators and quick to adopt new technological platforms (EAB Webinar, 2021)
- More receptive to personalized marketing and communications (EAB Webinar, 2021)
- Savvy shop for good value, appreciate price transparency, and want to estimate their return on investment as specifically as possible ([Chronicle, 2018](#))
- “Less seasoned than previous generations, which raises the stakes for personal development as part of the college experience — more guidance on issues like study habits, wellness, and free speech” ([Chronicle, 2018](#))
- Appreciate practical real life experiences ([NACAC, 2020](#))

Marketing to Gen Z Is a Challenging Endeavor

6



Visual aid from EAB (Education Advisory Board), February 2021

Three Truths About Gen Z

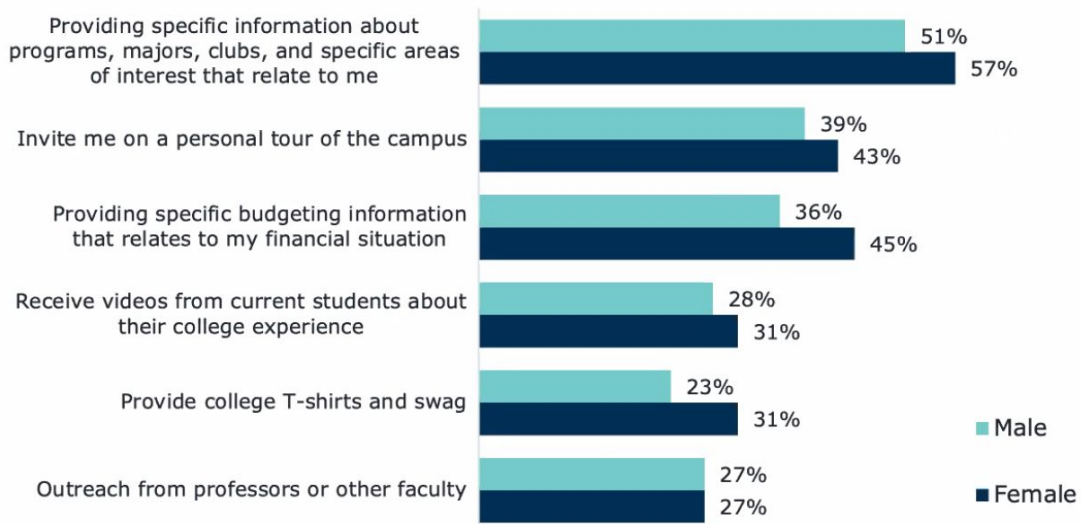
- 1 Gen Z Values Authentic and Personalized Communication
- 2 Gen Z Is Skeptical and Pragmatic About the Value of College
- 3 Gen Z Is Anxious About the College-Search Process

Visual aid from EAB (Education Advisory Board), February 2021

Students Are Looking for Personalized Content

“What type of personalized messaging from a college would make you the most interested in learning more or applying?”

Ranked #1/#2/#3; Top 6 of 9, n=1,088

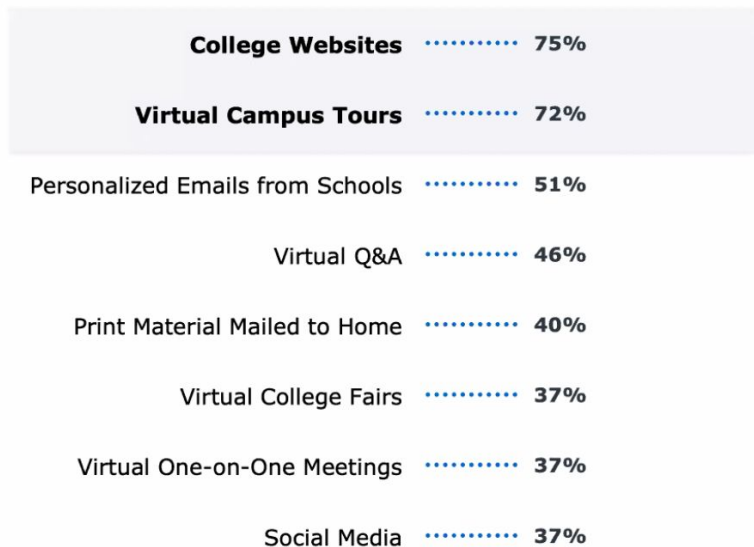


Visual aid from EAB (Education Advisory Board), February 2021

Websites and Virtual Tours Even More Important Now

“If you aren’t able to visit a campus, which information sources will be most helpful to you to learn more about a college or university?”

StudentPOLL Survey, June 2020



Visual aid from EAB (Education Advisory Board), February 2021

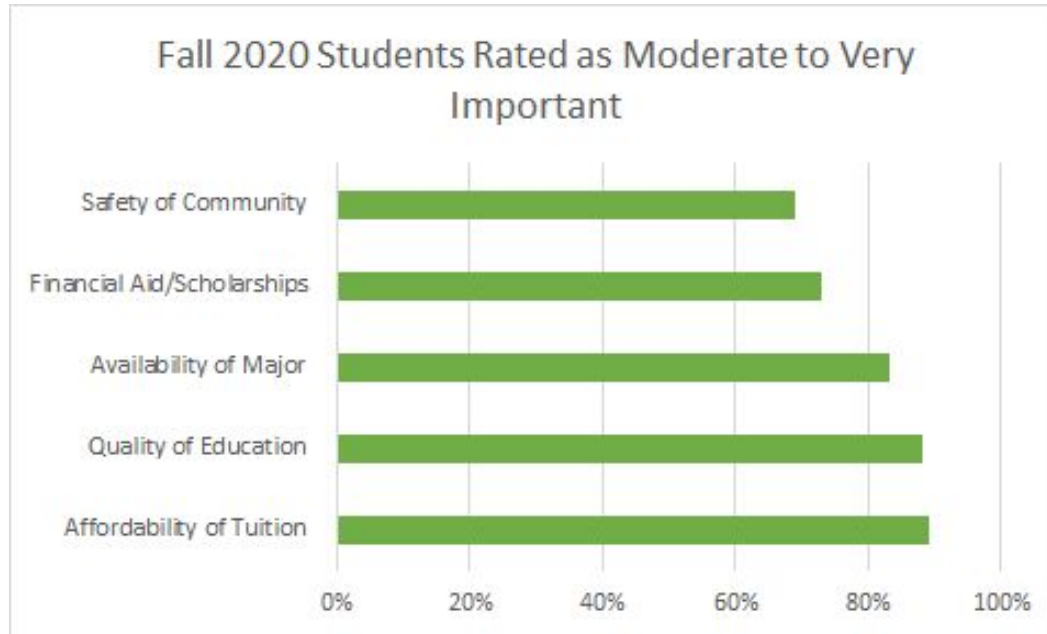
POLL

What do you think is the most influential factor for incoming students as they consider college?

Affordable Tuition
Financial Aid/Scholarships
Safety of Community
Location
Quality of Education
Program Availability

**Data from survey of Fall 2020 students who enrolled at NDSU

Most Influential Factors on Decision to Attend NDSU



TOP 5: Which one resource form did you find most informative during the admission process?

First Year

CAMPUS TOUR	STUDENT OR ALUMNI	FACULTY OR STAFF	FAMILY OR FRIEND	WEBSITE
2018: 37%	2018: 21%	2018: 8%	2018: 11%	2018: 5%
2019: 31%	2019: 24%	2019: 10%	2019: 10%	2019: 7%
2020: 38%	2020: 20%	2020: 14%	2020: 7%	2020: 4%

Data from enrolled student surveys 2018-2020

TOP 5: Please select the single most influential factor in your decision to attend NDSU.

Transfer

2019	2020
<ol style="list-style-type: none">1. Level of support for intended major2. Location3. Cost4. Future career opportunities5. Program availability	<ol style="list-style-type: none">1. Future career opportunities2. Location3. Level of support for intended major4. Cost5. Contact with a NDSU graduate/current student

Data from enrolled student surveys 2019-2020

Simplifying & Adapting

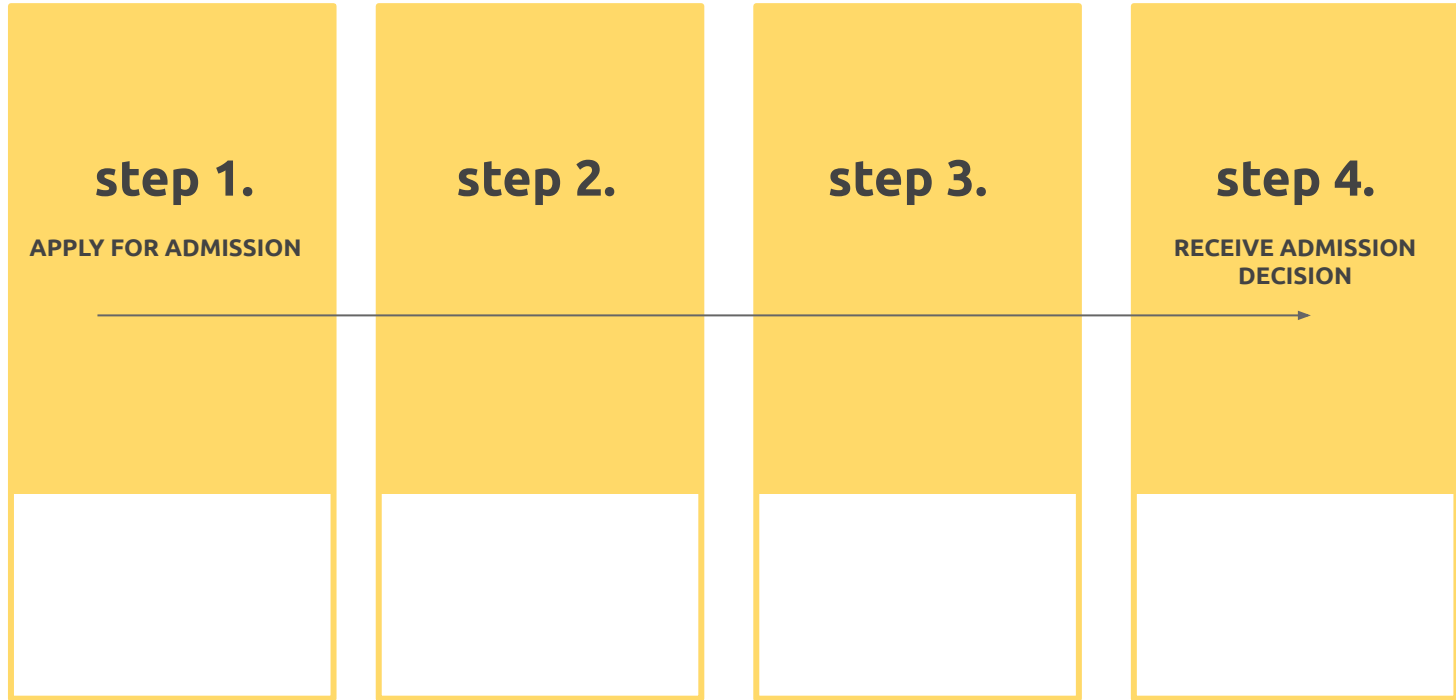
Fall 2021 Entering Class Snapshot

	APPLICATIONS* (includes cancels)	ADMITS	COMMITTS
FIRST YEAR	7,855	6,873	1,194
TRANSFER	498	269	N/A

***Additional 1,500 applications anticipated between now and August
Including summer and spring applicants, approximately 11,000+ applications processed annually**

Data as of 2/16/2021

The Admission Process



Pre-COVID

Only 'official' documents accepted

Primary communication was postal mail

ACT/SAT required for admission consideration

Opportunities

Loosened internal definition of 'official'

Increased electronic communications

Worked with state board and developed processes to exempt ACT/SAT requirement for admission consideration

4.4 days

overall average FYR time to decision

6.7%

FYR incomplete percentage

Campus Visit Adaptations

We quickly pivoted last spring to accommodate visits during a pandemic:

- [Campus Visit Guidelines](#)
- Expanded virtual options to include evenings and weekends, virtual classroom options, and direct access to counselors
- NDSU Visits app and YouVisit Virtual Tour
- Virtual groups visits for high schools
- Virtual college fairs - customized to include academic or student resource information
- Expanded on-campus options for admitted students

We continue to adapt and expand offerings thanks to the collaboration from our campus partners like you - thank you!

Campus Visit Options

Admitted Student Days

Discover NDSU is our largest campus visit event of the year and will include a resource and academic fair, an admission presentation, a student panel, and a student-led campus tour.

Transfer Open House

Includes information about the admission process, transfer credits, program information, and more.

Virtual Next Steps Mini Series

20-30 minute virtual sessions covering Why NDSU, Financial Aid 101, Understanding your FA award, Housing and Dining, and what to expect this Fall.

Academic Appointments

Offered virtually via zoom or in person. Increasing a students likelihood of enrolling.

Weekday Campus Visits

Available Monday - Friday between 9:00 and 4:00. Personalized options that can include a campus tour, admission meeting, and academic appointments.

Other Virtual Options

Admission meetings, academic appointments, and classroom visits are all available virtually as various times to meet students needs.

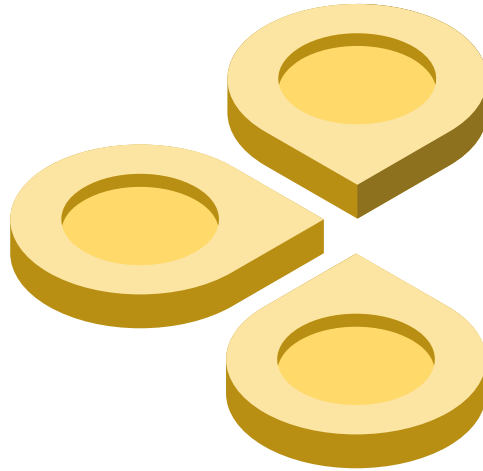
Transfer Student Recruitment & Communication

- Virtual 2 year college fairs
- Virtual 2 year college drop-in sessions
- Phi Theta Kappa meetings
- Variety of contact methods: emails, mailings, phones, texts, group chats
- Incomplete Application Outreach
- Admitted Student Outreach

Transfer Student Success Team

Transfer Website

Work on creating a centralized transfer website



Transfer Hot List

Looking for programs that have transfer barriers

Advising Bridge

Address advising issues transfer student have

We're All In This Together!

NDSU Bulletin
Admitted Student Engagement
Recruitment Appointments and Events
Outreach Partnerships
DEI Efforts

Thanks!

Does anyone have any questions?

